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WORLD'S LARGEST HELICOPTER TRADE SHOW IS COMING TO LOUISVILLE IN 2016

Helicopter Association International Picks Louisville to Host HAI HELI-EXPO®

LOUISVILLE, KY (July 26, 2013) – The Helicopter Association International is bringing the largest helicopter-only trade show and convention to the Kentucky Exposition Center in Louisville, Ky March 1-3, 2016.

As the aviation industry's largest trade show dedicated to the international helicopter community, the HELI-EXPO is among the largest trade shows in any industry in the United States. The show attracts more than 20,000 exhibitors and attendees from around the world including helicopter manufacturers, owners and operators, government agencies and helicopter industry products.

HAI President Matt Zuccaro indicated that the exposition center's flexible space and proximity to the airport as well as Louisville's reputation for charm and hospitality helped solidify the new agreement.

"With an abundance of indoor and outdoor exhibit space, the Kentucky Exposition Center is a natural fit for the HAI HELI-EXPO," said Rip Rippetoe, President and CEO of the Kentucky State Fair Board. "This is an excellent opportunity to deliver quality customer and event service as we welcome new business to our facilities and to the Commonwealth."

"We know from experience that the people who attend HELI-EXPO stay for multiple nights, so it's important for us that the host city has the room capacity, restaurants and event venues to accommodate the attendees after the exhibit hall floor closes each day," said Karen Gebhart, HAI's vice president of business development. "It was abundantly clear to us after we first visited that Louisville certainly fits that bill."

"This is a significant convention booking for Louisville," said Jim Wood, President and CEO of the Louisville Convention and Visitors Bureau. "In terms of economic impact, this will be one of the top ten shows for the year 2016. It is another great example of industry partners working together to book business that will benefit the entire city."

The HELI-EXPO is expected to generate a \$9.5 million economic impact to the city and region. In addition to the 2016 event, event managers have an option to add an additional year to the contract.

“From the outset, city, state and federal officials have been very helpful in assisting us to make sure that we would be able to fly the helicopters safely to the exposition center and back out again,” added Zuccaro.

Before, during, and after HELI-EXPO, HAI hosts professional development courses for pilots, mechanics and technicians, and manager. In addition, HAI hosts free safety seminars and forums during the show itself – part of what is known as the Rotor Safety Challenge. The association also hosts a helicopter job fair, offering opportunities for those trying to break into the helicopter industry as well as those hoping to move up.

In 2011, HELI-EXPO won recognition as one of the “Top 20 Fastest-Growing Trade Shows in Net Square Footage.” The event has been previously held in Anaheim, Houston, Orlando, Dallas and most recently in Las Vegas.

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For updated information follow the Kentucky Exposition Center on Facebook at <https://www.facebook.com/kyexpocenter> and on Twitter at <https://twitter.com/kyexpocenter>.

One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of indoor space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 425,700 square feet and accommodates an amazing spectrum of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. Parking at the Kentucky Exposition Center is \$8 per vehicle. For more information, go online to www.kyexpo.org.